HERE IS YOUR CLUE FOR SELLING

MISS PINKERTON

A SLEUTH IN SKIRTS

The Mistress of Mystery,

MARY ROBERTS RINEHART

in

JOAN BONDELL

GEORGE BRENT

RETURN TO: C.C. RYAN

SALES ANGLES—SALIENT FACTS

CAST OF CHARACTERS

Miss Adams ("Miss Pinkerton")	Joan Blondell
Patten	George Brent
The second nurse	Mae Madison
Hugo	John Wray
Paula Brent	Ruth Hall
Herbert Wynne	Alan Lane
Dr. Stewart	C. Henry Gordon
Charles Elliott	Donald Dilloway
Aunt Juliet	Elizabeth Patterson
Mary	Blanche Frederici
Florence Lenz	Mary Doran
Arthur Glenn	Holmes Herbert
Miss Gibbons	Eulalie Jensen
Third nurse	Treva Lawler
First nurse	Luana Walters
Henderson	Lucien Littlefield
The coroner	Nigel de Brulier

George Brent, Holmes Herbert and Joan Blondell as they appear in First National's "Miss Pinkerton." Lloyd Bacon directed.

Cut No. 3 Cut 30c Mat 10c

OFFICIAL BILLING

First National Pictures, Inc.	5%
present	
"MISS PINKERTON"	100%
By Mary Roberts Rinehart	50%
with	
Joan Blondell	75%
George Brent	25%
Directed by Lloyd Bacon	20%
A First National and Vitaphone Production	40%

Masterpiece by World's Most Popular Author, Offers You Splendid Sales Angles

THE AUTHOR:—*A Great Box Office Name.* Mary Roberts Rinehart is unquestionably the most popular mystery novelist of the day. Her books are always the best-seller class and her following is tremendous. She has authored several screen hits. "Miss Pinkerton" was first published serially in the Saturday Evening Post. In book form, it has had a sensational sale. The story is easily the finest detective-thriller that Mrs. Rinehart has ever written. Give Mary Roberts Rinehart prominent billing and display.

THE THEME:—For the first time in screen history, a girl plays the role of a detective. STRESS this fact.

THE CAST:—Joan Blondell, as the sleuth in skirts, enjoys a role which shows her at her greatest. Her popularity, which has been growing by leaps and bounds, has resulted in her being starred in this picture for the first time STRESS that fact in your advertising.

George Brent, the latest screen rage, plays the role of police inspector. His recent successes have made him a great box office bet. Feature his name and picture equally with Blondell's in your ads and displays. John Wray and Ruth Hall are both worth a plug.

THE STORY:—Right now detective and mystery programs are the most popular radio fare. Newspapers are giving more and more space to detective stories. Cash in on the current demand for this type of entertainment, by selling the picture as the greatest Mystery-Thriller of all time.

LOVE INTEREST:—There is a splendid romance woven into the story which will go big with the women. Get this fact over to your public.

PRODUCTION STAFF

Author	Mary Roberts Rinehart
Adaptation	Nevin Busch, Gillian Hayward
Director	Lloyd Bacon
Cameraman	Barney McGill
Art Director	Jack Okey
Film Editor	Ray Curtis

THE STORY

Herbert Wynne, who lived with his aged aunt, Juliet Mitchell, has been found dead in his room. Inspector Patten has been called into the case. He believes it was murder to collect insurance money. As Miss Mitchell is ill from shock, Patten calls Miss Adams, a nurse, to attend her. She has worked with him before and is so clever at finding clues that he has nicknamed her "Miss Pinkerton." Dr. Stewart, the family physician, objects to her presence, but his objections are cast aside.

During her first night in the house, Miss Pinkerton discovers Miss Mitchell creeping back to her bed after having searched Herbert's room. Patten also ascertains that Herbert had been secretly married to Paula Brent, thus making her beneficiary in the will. Miss Pinkerton and Hugo, the butler, are startled on several occasions by seeing the shadow of a man about the premises. This shadow, it seems, had been following Herbert before his murder.

Miss Mitchell calls her lawyer, Arthur Glenn, and signs a statement in the presence of his secretary. That night she is poisoned. Later Miss Pinkerton is attacked by the shadow, half strangled and locked in a closet. Reporters find a cigar in a drain pipe outside the dead man's window and learn that of all the men who had access to the room, only Glenn and Dr. Stewart smoked cigars.

Herbert was carrying $100,000 insurance, an unusually high amount, and the inspector deduces that he had planned a fake drowning to collect the money. Patten decides that Glenn was the man who arranged for Herbert to take out the insurance and had slain him when Herbert refused to go through with the fake drowning. He then poisoned Miss Mitchell because she knew too much, her confession being merely that she had hidden the paper through which the shot had been fired to prevent powder marks showing, so that she could collect the insurance. Glenn then attempted to kill Paula because he discovered she was married to Herbert and would get the money instead of himself. He had attacked Miss Pinkerton because she was in his way and he had suspected her of spying on him.

With his case cleared up, Inspector Patten visits Miss Pinkerton and invites her to take another case with him, one which involves a "life sentence."

SCREEN RECORDS

JOAN BLONDELL — On screen, "Public Enemy," "Illicit," "Night Nurse," "Blonde Crazy," "Union Depot," "The Crowd Roars," "The Famous Ferguson Case," "Miss Pinkerton."

GEORGE BRENT—On screen, "So Big," "Ex-Bad Boy," "Homicide Squad," "The Rich Are Always With Us," "Week-End Marriage," "Miss Pinkerton."

HOLMES HERBERT — On screen, "Daughter of the Dragon," "Broad-Minded," "Single Sin," "Hot Heiress," "Miss Pinkerton."

DONALD DILLOWAY—On screen, "Min and Bill," "Cimarron," "Platinum Blonde," "Young As You Feel," "Body and Soul," "Skyline," "Miss Pinkerton."

RUTH HALL—On screen, "Monkey Business," "Local Boy Makes Good," "High Pressure," "A Fool's Advice," "The Heart of New York," "Miss Pinkerton."

MARY DORAN—On screen, "Divorcee," "Remote Control," "Party Husband," "Union Depot," "Beauty and the Boss," "Tinsel Girl," "Miss Pinkerton."

C. HENRY GORDON — On screen, "Mata Hari," "Charlie Chan Carries On," "Scarface," "Once A Sinner," "Women of Experience," "The Gay Bandit," "Miss Pinkerton."

ELIZABETH PATTERSON — On screen, "Daddy Longlegs," "The Expert," "Smiling Lieutenant," "Husband's Holiday," "Man Wanted," "Miss Pinkerton."

BLANCHE FREDERICI—On screen, "Mata Hari," "Lady With A Past," "Veneer," "So Big," "Miss Pinkerton."

MAE MADISON—On screen, "The Mad Genius," "Smart Money," "Union Depot," "So Big," "Miss Pinkerton."

NIGEL DE BRULIER—On screen, "Wheel of Life," "Devil's Lottery," "Alias the Doctor," "Son of India," "Miss Pinkerton."

Joan Blondell, who plays the title role in First National's cinema version of Mary Roberts Rinehart's "Miss Pinkerton."

Cut No. 1 Cut 15c Mat 5c

Length	**6051 ft.**
Running time	**66 min.**

George Brent and Joan Blondell, fascinating new stars, teamed together for the first time in First National's "Miss Pinkerton."

Cut No. 4 Cut 15c Mat 5c

ADVANCE PUBLICITY

your 1st story

"Miss Pinkerton" Brings Joan Blondell In Her First Starring Picture

In "Miss Pinkerton," a modern mystery thriller which comes to the .... Theatre next ...., the management of the .... finds a series of reasons for elation.

It brings to full-fledged stardom Joan Blondell, one of the screen's most fascinating young actresses.

It brings to the screen the latest and most sensational literary effort of Mary Roberts Rinehart, one of America's really great women writers.

JOAN BLONDELL
Cut No. 6
Cut 15c Mat 5c

It brings for the fans another First National production, which means fine story telling, fine settings, fine direction, fine action, and a superb cast of actors and actresses.

The story which ran serially in the Saturday Evening Post, is one of the year's prize novels and has been made by Lloyd Bacon—director of "Fireman, Save My Child," "The Famous Ferguson Case," and other successes—into one of the season's outstanding screen hits.

Miss Blondell, through a long succession of important and leading roles, has shown such amazing development in her character interpretation and screen artistry that her talent has been recognized by critics and public alike as that of stellar rank.

Her work in "Sinner's Holiday," "Illicit," "The Public Enemy," "Blonde Crazy," "Night Nurse," "Union Depot," "The Crowd Roars," and finally in "The Famous Ferguson Case," where she has the leading feminine role, created nationwide comment.

Her sparkling beauty and personality, together with her brilliant interpretations, have caught the fancy of the motion picture public so that her popularity is now flaming hot.

As Miss Pinkerton, the little nurse who keeps turning up clews when the police department gets off on the wrong track, and whose deductions finally lead to the slayer, she is splendid.

Mary Roberts Rinehart, one of the world's foremost authors, the master of mystery drama, author of "The Bat," "The Door" and scores of best sellers, has surpassed all other achievements in this story, which has held millions of readers of The Saturday Evening Post and is a best selling novel.

There is a slaying that is seemingly insolvable, a slayer moving in the very midst of the scene of crime, who commits attack after attack to cover his tracks, and seems to be immune to capture, until the pretty nurse gets on his trail.

Miss Blondell is supported by an extraordinarily strong cast, including such players as George Brent, who was leading man with Barbara Stanwyck in "So Big" and with Ruth Chatterton in "The Rich Are Always With Us," an accomplished actor of long stage experience; Holmes Herbert, John Wray, Ruth Hall, Blanche Frederici, Mae Madison, Elizabeth Patterson, Mary Doran and a score of others.

The scenes are laid in and about New York City and the title is given to the nurse because she is so clever on deductions in following the slayer while working as a nurse in the household.

The story is woven about a clever nurse who is called by the police to take care of an elderly woman who is prostrated by the sudden shooting to death of her nephew. It is not known whether the death is an accident, suicide or murder; and there is a matter of $100,000 insurance involved. Miss Pinkerton sees things in the house that finally lead to the unravelling of the mystery.

your 2nd story

Piano On Set Served To Ease Player Tension For "Miss Pinkerton" Scenes

Lloyd Bacon, directing Joan Blondell in "Miss Pinkerton," the Mary Roberts Rinehart mystery story, which First National brings to the .... Theatre ...., again brought his "walking piano" into play (pardon pun) to get players in the right mood for various scenes in the picture.

The scenes are unusually dramatic and pitched to such a high tempo that he found the players were geared up to a nervous tension from which it was difficult to relax.

As he was shooting the picture with unusual rapidity, the players had no time to let down and get in the right frame of mind for the next scene. He thereupon cast Harry Seymour, famous on the musical comedy stage, in the dual role of pianist and newspaper reporter, as he had during the making of "The Famous Ferguson Case."

He had a piano dragged on the set and during the few minutes it took to shift light and cameras for the next shot, the whole troupe gathered around the piano and sang jazz songs. The song fest usually lasted only a few minutes, but the players were completely relaxed and ready for the next scene of an entirely different tempo.

"There are so many scenes of tense drama in the picture," said Mr. Bacon, "that I found that in rushing them from one to the other they could not get into the proper mood. They were nervous, high strung and not completely at ease.

"It is surprising how a few bars of a popular song will relieve that tension. They are relaxed and ready for a sequence of absolutely different tempo. It's the best rest cure I know. In two minutes' time their mind is taken off one thing and ready for something new. They are fresh. If I had let them go to their dressing rooms, it would have taken them half an hour to rest up."

Miss Blondell has the sensational George Brent for her leading man and a supporting cast consisting of Ruth Hall, Holmes Herbert, Donald Dilloway, Mary Doran, C. Henry Gordon, Elizabeth Patterson and Blanche Frederici.

your 3rd story

Joan Blondell Received Many Pointers Regarding Role From Famous Author

Joan Blondell's favorite author is Mary Roberts Rinehart.

Not because she is going to be starred in Mrs. Rinehart's newest mystery story, "Miss Pinkerton," at the .... Theatre next ...., [torn]t because she has read almost everyt[hi]ng Mrs. Rinehart has written and b[e]cause she has finally met the famou[s] author and thinks that she "is a great scout."

"I am sure that [i]n the hour I spent with Mrs. Rineh[a]rt I got more help in understandin[g] the nurse I play in 'Miss Pinkert[on]' than I possibly could have in a l[if]etime," Joan declared after a luncheon engagement with Mrs. Rinehart [a]t the Warner Bros. First National [S]tudios in Burbank.

"There wasn't any doubt in my mind after Mrs. Rineh[a]rt had talked for five minutes. Ho[w] she can outline a character! It [m]ade me most anxious to give my [be]st screen performance."

Before they parted Joan Blondell and Mrs. Rinehart [h]ad formed a "Mutual Admiration Society. The famous authoress pro[m]ised Joan that she would break her [ru]le against seeing pictures of her s[to]ries by going to "Miss Pinkerton when it was released.

your 4th story

Warner Studio Have "Find" in Geo[rg]e Brent

Warner Bros. are [pre]tty well satisfied that they have [a re]al screen find in George Brent, th[e y]oung Irish actor, and are going [a]h[e]ad with ambitious plans for the[ir] ... of Brent in future productions. ... will be seen next at the .... Theatre as leading [m]an for Joan Blondell in "Miss P[ink]erton," which opens next .... His first appearance bef[ore] the Warner cameras was in "S[o B]ig," starring Barbara Stanwyck. ... work was so outstanding that ... has chosen to play the male lea[d o]pposite Ruth Chatterton in "The ... Are Always With Us," which w[as] considered one of Warner Bros. fi[ne] productions.

Using Brent as th[e m]ale lead in so important a produc[tion] as the Ruth Chatterton picture, ...ates the high regard with which B[rent]'s ability and screen personality i[s hel]d at the Burbank Studios. It is ... rare indeed for a motion picture [pr]oducer to feature a comparative [new]comer in more than one picture, [no m]atter how impressed the studio m[ay be], until after the first picture ha[s be]en submitted and met with public [ap]proval.

However, so start has been the work of Brent in "[So B]ig," that he was immediately ... with Ruth Chatterton in "... Are Always With Us," and ...efore he had finished that, w... for the male lead opposite ...ondell in the Mary Roberts ... story, "Miss Pinkerton."

The ability of Brent successfully carrying off the three different roles called for in three different types of stories, speaks well for the versatility of the young actor. At least he is not being developed as a "type" actor.

your 5th story

Joan Blondell's Climb To Stardom Accomplished By Years Of Hard Work

To some people the elevation of a player to stardom may seem like an over-night affair — and perhaps in some cases that is really true, but in the case of Joan Blondell, who plays the title role in "Miss Pinkerton," the gripping detective story by Mary Roberts Rinehart, which First National has made into the powerful picture coming to the .... Theatre .... next, her elevation came about after long, hard work. She has been in the show business for a long, long time, despite her youth.

Joan, if the truth must be known, trouped with such famous performers as Trixie Friganza, Paderewski, Fred Niblo (now a famous motion picture director, but then in vaudeville), Al Jolson and the Dolly Sisters.

This all came about when Joan was acting with her famous father and mother, Ed and Katherine Blondell, in an act entitled "The Lost Boy." They left to play in Australia, and aboard their same liner were all the famous troupers named.

"People have come to think you don't deserve success unless you've suffered hardships. Well, I've had those, too. But, you know, one of the things a first class trouper learns is not to whine. I suppose that's the reason I don't continually harp on the rocky road to fame. But I travelled it all right—and I appreciate leaving it. Just as much as anyone.

"Ever since I got into pictures I have worked hard and long to get out of the 'bit' player class. During the past year I appeared in no less than 14 productions and if anyone thinks that's a cinch, let them try it. Up early each morning—on my feet practically all day under hot lights—studying my lines—striving for perfection in my characterization—working until all hours and then home to prepare myself for the next day's work. And when you're finally starred in a picture, you have to work all the harder.

"But I love it. I even got to like being choked—it happened so often to me during the filming of 'Miss Pinkerton' that, as I express it in the picture, I got used to it."

ADVANCE SHORTS

Joan Blondell Starred In "Miss Pinkerton"

Announced for starring honors in "Miss Pinkerton," the mystery thriller now at the .... Theatre Joan Blondell, vivacious little First National leading woman, began preparations for her new honors by holding a conference with the book's author, Mary Roberts Rinehart. The latter had made a special trip to Hollywood to meet Miss Blondell.

"Miss Pinkerton" is the latest work of Mrs. Rinehart and one of the year's most sensational books. It was snapped up by Warner Bros. as an ideal vehicle in which to launch Miss Blondell on her starring career, following stunning performances in "Blonde Crazy," "Union Depot," "The Crowd Roars" and "The Famous Ferguson Case."

George Brent Once Active For Great Irish Leader

George Brent, leading man for Joan Blondell in the First National production of Mary Roberts Rinehart's mystery-thriller, "Miss Pinkerton," served several years as a secret dispatch carrier for Mike Collins, great Irish leader. Brent was at that time a student at the Dublin National University. De Valera and Collins had at that time thrown their fortunes together. Collins was later killed, and Brent had to flee from Ireland.

Brent, who has been in the United States for five years now, gives little or no thought to returning there. Success in two recent pictures for Warner Bros., "So Big," with Barbara Stanwyck, and "The Rich Are Always With Us," with Ruth Chatterton, has made him a leading man more in demand than any other on his home lot. Brent can be seen as the Police Inspector in "Miss Pinkerton" at the .... Theatre.

Joan Blondell Getting Extensive Nursing Course Through Her Movie Roles

If ever Joan Blondell decides to quit the movies, she says she probably will quite naturally turn to nursing.

She went through a rigid course of training in this profession when she played a wise-cracking nurse with Barbara Stanwyck in "Night Nurse." That picture showed them going through their paces from A to Z, and Joan emerged from that production with a pretty good knowledge of what it was all about.

Now, as her first starring production, First National Studio has cast her in "Miss Pinkerton," in which she can be seen at the .... Theatre, as a nurse with sleuthing proclivities.

"At any rate," says Joan, "I would rather carry hot water bottles than play a gangster's moll or a hussy all my life."

Ruth Hall Well Coached In Dramatics By Members Of "Miss Pinkerton" Cast

From light ingenue leads to a heavily dramatic role is quite a leap, which younger players generally do not take at one bound.

Ruth Hall, First National's ingenue, however, doesn't believe in always following precedent. She took the leap in her latest picture, "Miss Pinkerton," in which she plays second feminine lead to Joan Blondell—and liked it. "Miss Pinkerton" which has been adapted for the screen from Mary Roberts Rinehart's mystery thriller best seller comes to the .... Theatre next ....

It wasn't the easiest thing in the world to do, for dramatic roles are very exacting. Ruth, however had some excellent help. On her set were Holmes Herbert, C. Henry Gordon and George Brent, all trained in the niceties of the New York dramatic stage.

It has come to our attention that many exhibitors throughout the country have been sending the merchandising plan to newspapers expecting the dramatic editor to go through the entire publicity section and pick the stories most adaptable to his needs, edit them and type them over. We suggest that YOU pick the stories, edit them and type them before submitting them in order to get yourself more publicity.

CURRENT PUBLICITY

Review

"Miss Pinkerton," the First National production, which opened yesterday at the ..... Theatre, is notable entertainment from several important angles. For one thing, it marks the starring debut of saucy little Joan Blondell; for another, it brings to the screen the latest and best mystery story of America's favorite woman writer, Mary Roberts Rinehart.

GEORGE BRENT
Cut No. 5
Cut 15c Mat 5c

The producers, masters of realistic entertainment, have made the Saturday Evening Post thriller of Mrs. Rinehart into one of the finest screen productions of the year; and, incidentally, have demonstrated to the satisfaction of this reviewer that the little Blondell has developed from a minx into a dramatic actress of the very best type.

Joan has always been blessed with that magnetic substance that is summed up as "personality." Now, as she enters the realm of the stars, she seems suddenly to have grown up and she carries her new responsibilities with dignity and charm.

In "Miss Pinkerton" she portrays a hospital nurse who is fed up with the monotony of her work; then suddenly is thrust into the vortex of a baffling murder mystery. Through her quick wit and keen woman's instinct she succeeds in solving the mystery where trained detectives fail; and incidentally, manages to get herself loved and in love. The romance prospers despite the furious sequence of events in which it is nurtured.

Miss Blondell is ideal in the nurse-detective role, retaining her characteristic bubbling humor despite the heavy demands of the character she plays.

Opposite the star is George Brent, a brand-new personality on the screen and one that gives promi of future power. Brent, as Inspor Patten, turns in one of the finestbs of acting seen in the films thisear and bears out the advance nces which stamp him as the newestading man sensation of Hollywood He is a big, handsome fellow, an ishman trained in the famous bey Theatre of Dublin, and brings his screen work a splendid polisand sureness.

Besides Miss Blondell and rent, the cast includes Ruth Hall John Wray, Holmes Herbert, C. Henry Gordon Blanche Frederici, Elabeth Patterson, Donald Dilloway, Mary Doran, Nigel De Brulier, Ma Madison and Eulalia Jensen.

Lloyd Bacon, one of the best directors in the business, hapitched his story in splendid tempo.

"Miss Pinkerton" is exptional entertainment, a perfect exple of the modern mystery story.

Opening Day Story

Joan Blondell, popular blue-eyed blonde featured player o numerous screen successes, comes to the ..... Theatre today in her fst starring role, that of the sleuthing "Miss Pinkerton," in the First National picture of the same nme adapted from Mary Roberts Rinehart's popular mystery-thriller whic ran in the Saturday Evening Post and is now a best-seller.

The large supporting cast includes George Brent, increasingly popular as a leading man, whose work in "So Big," opposite Barbara Stanwyck, and in "The Rich Are Always With Us," opposite Ruth Chatterton, marked him for future stardom and made him a new favorite of millions of fans. Others in the cast are Mae Madison, John Wray, Ruth Hall, Alan Lane, C. Henry Gordon, Donald Dilloway, Elizabeth Patterson, Blanche Frederici, Mary Doran, Holmes Herbert, Eulalie Jensen and Nigel de Brulier.

The story of "Miss Pinkerton" concerns a bored nurse suddenly set down in a house of mystery at the request of the police inspector assigned to investigate a death in the house. "Miss Pinkerton" finds her work doubly interesting because she is nursing the dead man's aged aunt and "sleuthing" at the same time. A series of weird incidents upset her calm and by the time the mystery is solved she is ready to fall—into the arms of the handsome inspector of police, played by Brent.

Lloyd Bacon directed "Miss Pinkerton," which all who have seen it declare to be one of the best mysteries seen in years.

1st day of run

Joan Blondell Still Longs To See The World

When Joan Blondell is all fed up with being a movie star she is going to spend most of her time and money on travel, a habit she acquired quite young. Just at present she is starring in "Miss Pinkerton," the First National production of the Mary Roberts Rinehart thriller at the ..... Theatre.

When she was one year old, Joan was in Berlin, Germany, having gone there from New York with her trouper father and mother. By the time she was two, the Blondells had played their famous act over most of Germany and were in Paris, France, where Joan spent her second birthday.

A jump of 6,000 miles allowed her to spend her third in Vancouver, B. C. And liking the English, she spent her fourth in London, England. Christ Church, New Zealand, ushered in her fifth. New York her sixth and Cincinnati, Ohio, her seventh.

Eighth, ninth and tenth birthdays were spent in Chicago, Ill., Ogden, Utah, and Butte, Montana, respectively.

She jumped to Sidney, Australia, for the eleventh, back to Rockaway Beach, Long Island, for the twelfth, to San Diego for the thirteenth, to Venice, California, for the fourteenth, to Brooklyn for the sixteenth, to Santa Monica for the seventeenth, to Albaquerque for the eighteenth, and to Denton, Fort Wayne, Grand Rapids, Hartford and Hollywood for the nincteenth, twentieth, twenty-first and twenty-second.

But Joan's yen to make up for all the travel Hollywood is making her miss has nothing to do with any dislike of the place. She says that if she weren't in pictures and had her choice of a place to live, she'd choose Hollywood.

"Just because the town seems to fit me," she explains. "It lets me do what I like, and nobody bothers. I don't like to wear hats. Neither does Hollywood. I like to run around by myself. Hollywood is the only place I can do it without a lot of special notice."

The town itself long ago put the stamp of its approval on "That Blondell Kid." She doesn't go to its parties, seldom, if ever, attends an opening—preferring to mingle, bareheaded, with the crowd watching the stars go in—but she likes it, and it likes her. And that makes it mutual.

2nd day of run

Clues To Coming Styles Seen In "Miss Pinkerton"

"Miss Pinkerton," Joan Blondell's first First National starring picture, now at the ..... Theatre, is primarily a detective story, but it won't take the women in the audience long to do a little detecting themselves—to discover that there the picture affords more than a few hints of the coming fashion styles.

Here are a few clues about coming styles that it won't take a magnifying glass to discover. Milady will be led to suspect that black silk crepe combined with white lace is going to be very popular.

Tiny black hats of silk, straw and even felt are making clear tracks that one may follow along the paths to fashion.

And white and belted jackets are just the thing for the up-to-date girl to wear when she is out to "get her man."

Joan Blondell, heroine of the screen adaptation of the Saturday Evening Post story of the same name by Mary Roberts Rinehart, wears a street frock of black silk crepe with long, wide white lace sleeves. Her accessories include a black silk turban with red edge, black crepe pumps with tall black and white bows, and a black crepe bag with a pearl handle.

Ruth Hall plays the role of Paula Brent, the long-suffering society girl who becomes involved with the mystery, appears in another dress of black crepe, trimmed with ruches of lace, with which she wears a tiny black felt chapeau with turned up brim and felt bow, while the vivacious little Mary Doran does her customary charming in black crepe with a long, graceful ruffle of white lace down the front.

Two more practical ideas for the girl on the budget of smart costumes are introduced by Ruth Hall, one of them being at least of enviable distinction in red wool crepe, with an enormous lei collar of gray fox. For this, her hat is a gay affair of red grosgrain ribbon with a side bow, and the accessories include gray gloves, a red kid purse and red shoes.

The other is example of the ever-serviceable dress, this time of blue-gray crepe with point fox cuffs, with which she wears a gray felt hat trimmed with a blue velvet bow on one side, gray linen shoes, and gray pull-on gloves.

3rd day of run

Bold Joan Blondell In "Miss Pinkerton," Really Timid With Strangers

The almost unbelievable modesty of Joan Blondell whom First National is starring at the ..... Theatre in the Mary Roberts Rinehart mystery story, "Miss Pinkerton," was emphasized after a visit of the famous novelist to see the young actress.

The famous novelist came, met Joan, and departed. But not before she had said some very nice things about Joan, stressing her beauty, charm and intelligence, and expressing great hope for the picture.

Nor did Mrs. Rinehart know that the object of her visit took it as one of the major events in her life. Timid of strangers under even ordinary circumstances, Joan ran into a perfect funk at the thought of meeting the great writer. Only the combined efforts of her friends and the director, Lloyd Bacon, could induce her to go through the ordeal.

The fact that it proved to be not an ordeal at all but a very pleasant hour's conversation, didn't keep the modest Joan from worrying.

"She probably thought I was a fresh kid and a nit wit," said Joan.

It took a glimpse at the letter Mrs. Rinehart sent back to the Warner Bros. studio after the visit to convince her otherwise.

"I did so enjoy my visit," the letter said in part. "I feel that Miss Blondell will do Miss Pinkerton not only with beauty and charm, but with the greatest possible intelligence. Here's hoping the picture is a great success."

4th day of run

John Wray Noted Screen Actor In "Miss Pinkerton," Author Of Numerous Plays

John Wray, who plays an important role in "Miss Pinkerton," a First National picture taken from the mystery story by Mary Roberts Rinehart, spends his leisure time writing pla He even completed one while "m acing" Joan Blondell, star of "M Pinkerton," which is now current the ..... Theat

It is entitled, "God Bless Yo Inc.," and carries as its theme, "T way to happiness." John plans produce it in New York next seaso

This is quite in contrast to "Nigh stick," which was shown at the Se wyn Theatre in New York a fe seasons ago. Wray was the co-au thor of this play, which was one o the first of the crook dramas. It wa later made into a picture under the title of "Alibi." Wray was a member of the cast of the stage production, but did not play in the picture.

Wray is also the author of "Broadway Bound," "The Sap From Syracuse" and several other dramas. He was on the stage for eighteen years, starting with Southern and Marlowe.

He has appeared for Warner Bros. in "The Woman From Monte Carlo," "High Pressure," "The Mouthpiece," "Miss Pinkerton," and others. He also was conspicuous as the fake cripple in "The Miracle Man" in "Czar of Broadway" and "All Quiet On the Western Front."

5th day of run

Holmes Herbert's Hobby Is Collecting First Editions Of Modern English Authors

Holmes Herbert, who plays the part of Arthur Glenn in "Miss Pinkerton," Joan Blondell's first starring vehicle for First National, now at the ..... Theatre, collects first editions of the modern English authors as his hobby.

Herbert is an especial admirer of Galsworthy, whom he considers the foremost writer of his generation, and his set of Galsworthy 'firsts' is one of the finest in America. Other favorites of his, who are liberally represented on his shelves, are A. E. Coppard, Aldous Huxley, Llewellyn and T. E. Powys, H. M. Tomlinson, Ronald Firbank, Evelyn Waugh, Sheila Kaye-Smith, Rebecca West, and C. E. Montague. In many instances, his first editions of these authors bear their autographs.

Herbert regards Galsworthy's plays —'Justice,' 'The Silver Box' and others—as the flower of the Englishman's genius, and believes that posterity will acclaim his dramas as the finest examples of dramatic composition in the English language for the past fifty years.

SHORTS

Ruth Hall Owes Her Film Start To William Powell

William Powell, who was helped to his screen success by the friendship and helpfulness of Richard Barthelmess, is himself the guardian angel of more than one young screen player.

His latest find is Ruth Hall, Warner Bros. featured player, who is playing with Joan Blondell and George Brent in the Mary Roberts Rinehart story for First National, "Miss Pinkerton," now playing at the ..... Theatre.

Powell picked Miss Hall out of the extra ranks while both were still at another studio as a possibility for a screen test. The test was successful and Ruth Hall was cast as the ingenue lead with the Four Marx Brothers in "Monkey Business."

Later she came to the Warner Studio, where Powell shortly followed, and where the friendly coaching he had given her on the former lot was continued.

She has played in but one Powell picture, "High Pressure."

Most Natural Acting In "Miss Pinkerton," Done By Joan Blondell

You may not notice it when you see "Miss Pinkerton" at the ..... Theatre but the most natural bit of acting in the picture was accomplished by Joan Blondell while she was unconscious.

On the second day of shooting on this, her first starring picture for Warner Bros., the scene called for Joan, playing a trained nurse, to be fast asleep in a cot at the foot of her patient's bed.

The day before had been a grueling one, and Joan had also put in the entire evening going over her script and memorizing her lines. When she came down to work in the morning, she confessed that another three hours in bed would have worked wonders.

But she went right into the scene, consisting of Joan being apparently asleep while her patient stealthily creeps out of bed and disappears.

Joan stuck to her role throughout and in between four takes—but it took the director, Lloyd Bacon, and his assistant to awaken her when it was all over.

FEATURE STORIES THAT WILL "BREAK"

ADVANCE
Saturday or Sunday Feature

Joan Blondell Discusses Sex Appeal of Film Stars

It's a touchy subject with anyone—but to have to ask a girl!

However, Joan Blondell isn't at all timid about talking about sex appeal — or any other sort of appeal — or *anything* else, for the matter of that.

The little blonde star of "Miss Pinkerton," the First National feature which comes to the ..... Theatre next ....., waltzed right up to the subject before it had half been stammered at her what the interview was to be about.

"Certainly I know what it is. I'm glad you asked me. Sit down and I'll tell you my idea. Naturally, I've encountered the words 'Sex Appeal' before. There have been veiled questions before now—dozens of them.

"I've tried to figure out a few words that explain sex appeal to everyone's satisfaction — but especially to my own. It's something I've got to work with. I thought I'd like to know what it is. Here's what I found:

"In the first place, it hasn't much of the quality that generally is associated with it at all. It isn't being merely sexy. But I can explain better with examples.

"Garbo and Barthelmess and Powell and—all right, myself. I suppose that's rather a representative group of the people who are supposed to have it.

"Take Garbo. Figure? No. Looks? Well, maybe. Voice? Somewhat. Then what? *Mystery?* I think so.

"Barthelmess. He has been the sort of appeal that has lasted through years. I think it's nearer to the real article than anything we've come across yet. I think Barthelmess is really the sort of man women fall desperately in love with. Why?

"Perhaps because he's so awfully good looking, so kind looking and so tender looking. Perhaps because he's wishful and makes them think of more romantic things than they ordinarily consider. I'm not quite sure. At any rate, he's the most dangerous of the men.

"Whatever he has is genuine, because it's lasted. I'm inclined to think he represents strength and tenderness in just the right proportions.

"Powell. You can't think of him without thinking of pride. The pride any woman would take in being seen with him anywhere — at dinner, at the theatre, on the street. He would command attention anywhere. His appeal is largely the pride you'd take in him—as well, of course, as the fact that he's an all-round regular fellow and the best ever.

"So we come to Blondell. Probably I don't need to say anything. If you don't know what I'm like, with one look at me, you're not much at reading faces.

"I've been a trouper all my life. Mine is the code of the trouper. You're square with your friends, you share with them when you're in luck, and they share with you when you're not. You go where you're wanted, and you do what you're told.

"And But mostly you try to entertain. you when you're not entertaining, with have as good a time as you can thout getting into trouble.

"It's an old code. Maybe it's not the best code in the world, but it's served a lot of people and I like it. That's my sex appeal."

The Blondell appeal gets full play in "Miss Pinkerton," the Mary Roberts Rinehart mystery story which ran in The Saturday Evening Post. In it Joan, a trained nurse, turns detective and not only captures a killer but also captures the heart of George Brent, sensational new leading man.

Mary Roberts Rinehart Picked Joan Blondell

"She is just the type!"

Mary Roberts Rinehart crossed the room and shook hands warmly with Joan Blondell, blonde siren of the screen, who showed no trace of her hard-boiled screen manner as she met the author of her next screen vehicle, "Miss Pinkerton," the story which had been published serially in the Saturday Evening Post, which comes to the ..... Theatre .....

Mrs. Rinehart lost no time in getting to a discussion of the chief character in the story.

Joan Blondell as she appears in "Miss Pierton"
Cut No. 2 Cut 30c Mat 10c

"You are confident and sure," she told Miss Blondell. "You have seen life and are sophisticated. You know what it is all about. But you have sympathy, plenty of it. I hope they let you play Miss Pinkerton just that way."

"I hope so too," Miss Blondell replied, "It sounds just as I had visualized the character."

The two had met at Warner Bros. First National Studios in Hollywood to discuss the picture which was to be Miss Blondell's first starring vehicle, and which is to be adapted from Mrs. Rinehart's interesting mystery story, "Miss Pinkerton."

Miss Blond plays a nurse in the story—a se who lands in the center of a mery and who eventually helps tsolve it. Her experience in ight Nurse" Joan told Mrs. Rinart while the picture was in oduction, made her right at home a uniform.

Mrs. Rinch was asked if she was not often appointed when she saw her charers brought to the screen, if theid not fail to come up to her extations.

"To be trul," she replied, "I do not belie I have ever seen more than th of my pictures on the screen.

"I went te 'The Bat' in its second or sound version, and I saw 'Twenty Four Hours Leave' and I believe one other. But I found I suffered too much, so I just send my family now.

"I do not mean that I do not enjoy pictures. I do, very much. But I worry so when I see my own stories screened that I just don't go.

"I'm going to see 'Miss Pinkerton' though," she hastened to assure Miss Blondell. "I know that it is splendid screen material, and I know that you are going to make Miss Pinkerton the interesting character that I tried to make her in the story."

Mrs. Rinehart believes that good mystery stories, like Miss Pinkerton, make splendid motion pictures.

"They sustain interest and make for good entertainment," she said. "There is just one trick, as I have found it, that makes or breaks a mystery picture. If they keep the camera looking through the eyes of the central character only, and do not let the audience in on what others of the cast see or know, it is certain to be successful.

Mrs. Rinehart has been writing for years, and many of her best successes have been mystery stories. She thinks an ideal way to make a mystery picture is to keep the plot from the players, especially the guilty characters.

Joan Blondell —A Silhouette

DO YOU KNOW THAT—Joan Blondell, star of "Miss Pinkerton," Warner Bros. mystery feature which comes to the .....Theatre ....., has crossed the United States 56 times while playing in vaudeville . . . prefers hamburger to any other food . . . has a Ford automobile which is the first new car she has ever owned . . . was a champion swimmer at 16 . . . never attends opening nights but mingles with the crowds and likes to watch the stars as they enter . . . always wears pajamas when not working . . . does not want to be a star . . . is a natural blonde . . . has made fourteen pictures in one year . . . played opposite James Cagney in a show in New York called "Penny Arcade" and was signed with him for the movie version . . . washes her hair in kerosene . . . wants to have a baby boy . . . was born on a property trunk back stage . . . made her first appearance on stage at 18 months . . . does not go to parties, but enjoys dancing . . . danced with a circus for a year . . . wants to do a show called "Maggie the Magnificent" on the screen . . . saw a man's arm amputated . . . does not own a home but lives in a toyland apartment . . . hates to comb her hair . . . is easily frightened . . . likes to drink cider . . . does not have a maid or servants of any kind . . . is a very quiet girl in real life . . . has a Boston bull she calls "Abadaba" . . . skips rope to keep fit . . . never wears a hat . . . does not like jewelry . . . started to elope with a man but changed her mind . . . is addressed "Blondell" by carpenters, electricians, etc. . . . does not like to answer the telephone . . . is still taking dancing lessons . . . is crazy about prize-fights . . . reads all her fan mail without exception . . . sleeps on her stomach . . . got her biggest kick since in pictures in making "Miss Pinkerton."

CURRENT
Saturday or Sunday Feature

Silhouette of Hollywood's Newest Screen Sensation

George Brent, the handsome new leading man of the screen, currently appearing in "Miss Pinkerton," Joan Blondell's first starring picture for First National, at the ..... Theatre, has become the subject of more interest from film fans than any current Hollywood hero. Brent, dashing fellow that he is, has aroused a storm of comment and an insistent demand for information. As one of the fastest rising players in the Cinema City, already possessed of a large niche in the Hollywood Hall of Fame, Brent has let it be known that he was born in Dublin, Ireland, a descendant of a long line of Irishmen who served with the British army.

Other points of interest about Brent, recently disclosed for the benefit of his increasing thousands of admirers, show that he:

Was born in Dublin, Ireland . . . has played over three hundred leads in stock companies . . . has owned six stock companies of his own . . . worked for two years as a sailor on freighters off the Cornish coast . . . was married for one month when he was nineteen years old . . . likes deep sea fishing . . . was a football player at Dublin University . . . likes intelligent women . . . loves Irish music . . . speaks with a slight brogue . . . is settled for the first time, now that he is making pictures . . . is quite nervous . . . likes to eat lunch alone . . . is exceptionally quiet . . . dresses conservatively. . .has two black wire-hair Scottys . . . is fidgety when being interviewed . . . constantly smoking cigarettes . . . has inherited the tastes of his cavalrymen ancestors and is an expert rider . . . does not believe in parties; never attends any . . . is bothered by close-ups. . .cannot stand cold . . . is a good scrapper . . . is alone in the world with the exception of a married sister . . . has the wanderlust . . . does not like New York . . . selects Chico in "Seventh Heaven" as his favorite role . . . likes working in pictures much better than the stage . . . does not like the game of golf . . . is very fond of poetry . . . is an expert chess player . . . was a sheep herder in Ireland . . . believes California is as good a place as any to live in . . . did not own a watch until he was twenty years old . . . worked in a diamond mine . . . in Hollywood over a year before he got a break . . . likes all sorts of crackers . . . has a habit of blinking his eyes . . . plays the piano very well . . . worked as a blacksmith for six months in Europe . . . never wears a cap . . . writes with a slow hand . . . would like to explore the Pyramids in Egypt . . . is a fresh air fiend . . . does not want to be a character actor . . . has played in as many as three different shows in one week . . . attends a gymnasium at least twice a week . . . says Joan Blondell is a peach to work with.

SMASH ADS THAT AS A MYSTERY

AT LAST! The throbbing pages of the ace mystery thriller of a decade come to vivid Life upon the screen!

PALACE

Added Attractions—
"Believe It or Not-No. 9
A new "Looney Tune"
And "What An Idea!"

NOW GO ON WITH THE STORY IN—

Miss Pinkerton

From the record-breaking Sat. Eve. Post Serial and best-seller by
MARY ROBERTS RINEHART
A First National Picture

With the screen's newest love team—
JOAN BLONDELL
and
GEORGE BRENT

Directed by Lloyd Bacon

Cut No. 17 Cut 60c Mat 15c

Now Playing
HOLLYWOOD

See how she solves a crime that makes the best detectives suspect their own grandmothers!

Miss Pinkerton

From the sensational best seller by the mistress of mystery—
Mary Roberts
RINEHART
with
JOAN BLONDELL
GEORGE BRENT

A First National Thrill Hit!

Cut No. 14 Cut 20c Mat 5c

A CRIME WITHOUT CLUES

—Solved by the Screen's First Sleuth in Skirts!

Avoid imitations! See the one outstanding masterpiece of the greatest thrill-author of them all

With these fascinating new stars teamed for the first time—
GEORGE BRENT
JOAN BLONDELL

Another big First National hit from the record-breaking best-seller that had all America guessing and gasping — by
MARY ROBERTS RINEHART

NOW PLAYING
STRAND

Cut No. 12 Cut 40c Mat 10c

SELL THIS PICTURE MASTERPIECE

Sock Catchlines
for Ad and Lobby Use

It's Made Mystery History!

* * *

The Masterpiece of the Mistress of Mystery — Mary Roberts Rinehart.

* * *

See the Screen's First Sleuth in Skirts.

* * *

A Sleuth in Skirts Solves a Crime That Made the Best Detectives Suspect Their Own Grandmothers.

* * *

From the Best-Seller That Made America Sit Up all Night.

* * *

The Ace Mystery-Thriller of the Decade.

* * *

A Gorgeous Girl Detective Whose Only Badge Was Brains.

* * *

The One Great Masterpiece of the Greatest Thrill-Author of Them All.

* * *

The Clueless Crime Masterpiece That Kept the Wits of a Nation on Edge.

* * *

A Sleuth in Skirts Who Mastered the Master-Minds.

* * *

Mary Roberts Rinehart's Greatest Mystery - Thriller Brought to the Screen.

* * *

Two Sensational NEW STARS Teamed for the First Time!

STARTING TODAY
WARNER

Cut No. 11 Cut 20c Mat 5c

STRAND

by MARY ROBERTS RINEHART
with JOAN BONDELL
and GEORGE BRENT

Cut No. 20 Cut 20c Mat 5c

THE BEST-SELLER THAT MADE AMERICA SIT UP — — *all night!*

The clueless crime masterpiece that kept the wits of a nation on edge! —the story of a girl detective who outsmarted the smartest sleuths— Now captured for the screen by First National to show you how exciting a mystery thriller CAN be!

With this fascinating new star team—

JOAN BLONDELL
GEORGE BRENT

Cut No. 10 Cut 60c Mat 15c

LAST TIMES TODAY!

Cut No. 21 Cut 40c Mat 10c

N

HE FELL FOR THE WRONG CLUES —BUT THE RIGHT GIRL!

--And she's the screen's first sleuth in skirts—a gorgeous girl whose only badge is Beauty! See her make Mystery History in this grippling hit!

Now Playing

STRAND

Cut No. 7 Cut 40c Mat 10c

TEASER IDEA

She sees all—hears all—and tells all!

Miss Pinkerton

COMING TO THE REXY

Spot this slug with suggested copy on every page of your papers. Follow up with a smash ad and you've a great interest build-up!

Cut No. 22 Cut 20c Mat 5c

You'll fear her—you'll cheer her

Cut

COMING TO THE REXY

She makes mystery history

Cut

COMING TO THE REXY

A woman solves the year's greatest mystery—

Cut

COMING TO THE REXY

Mistress of Mystery—Lady of Love

Cut

COMING TO THE REXY

She turns a secret into a sensation

Cut

COMING TO THE REXY

BE SURE TO PLUG JOAN BRENT – TEAMED FOR

HERE AT LAST!

The Greatest Love - Mystery of them all!

Now Playing

STRAND

Cut No. 15 Cut 20c Mat 5c

IT MAKES MYSTERY HISTORY!

A SLEUTH IN SKIRTS — A CRIME WITHOUT CLUES — A THRILLER WITHOUT EQUAL IN ALL SCREEN HISTORY!

Also 3 Great Vitaphone Short Subjects.

Now at the

STRAND

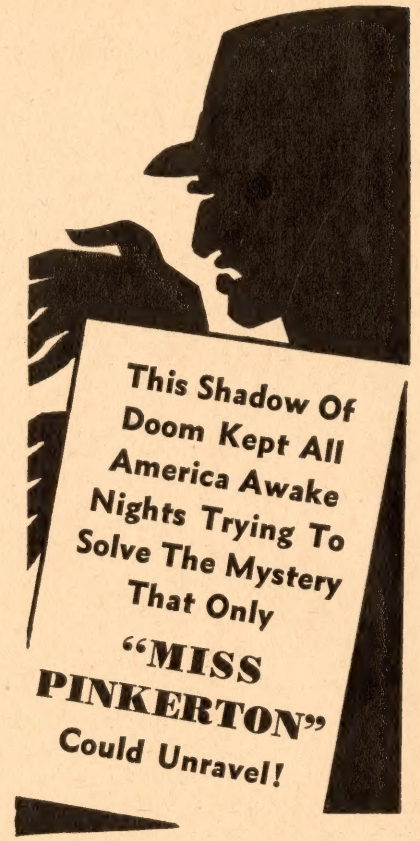
Cut No. 18 Mat 10c Cut 40c

BLONDELL AND GEORGE THE FIRST TIME!

Cut No. 8 Cut 40c Mat 10c

Cut No. 18 Cut 20c Mat 5c

TEASER IDEA



Cut No. 16 Cut 20c Mat 5c

Run this in advance of your regular campaign with following suggested copy. Print it in dark green and you've got a great bet for a throw-away!

He
Threw The Best
Detectives Off
The Track But
not—
"MISS PINKERTON"
!

Who Was The
Deadly Killer
That Only
"MISS PINKERTON"
could
uncover?

Whose
Invisible
Hand Terrified
The Victims Of
A Plot That Only
"MISS PINKERTON"
Could Solve
? ? ? ?

What Was
The Solution
Of The
Mystery That
Baffled Everybody
but —
"MISS PINKERTON"
? ? ?

STARTS FRIDAY

STATE

Cut No. 9 Cut 40c Mat 10c

STRAND

Cut No. 19 Cut 40c Mat 10c

CLUES TO SUCCESSFUL EXPLOITATION OF "MISS PINKERTON"

Essay Contest On Female Detectives

Run a newspaper contest, open to both men and women, on "Why Women Should Make Good Detectives." Get the police chief in this connection to cite examples of great detective work done by women.

Police Commissioner Mulrooney of New York is organizing a special squad of women detectives, to be composed of young attractive women, to get evidence on criminals. The women get the information the police seek and the arrest of the criminal is then turned over to men in the police department.

Get after your mayor, or police commissioner and have him appoint women detectives. Start movement to have this done. The appointments can be made honorary ones.

Department Store Hunt

A variation of the "Miss Pinkerton" hunt would be to announce that "Miss Pinkerton" would be in a certain department store on a certain day. Handle this tie-up the same way suggested for the newspaper stunt. If you have more than one large department store, then you can devote one day to each, giving a pass to each identifier. You should be able to get the department stores to give your show and the stunt space in their newspaper ads.

CLASSIFIED AD TIE-UP

Newspapers are looking for ideas that will help promote their classified ad section. Here's one for an advance stunt: Have readers look through the classified section to find letters omitted from words. When put together missing letters will spell "Miss Pinkerton." Announce the contest in this manner:

FIND THE LETTERS MISSING FROM THE ADVERTISEMENTS ON THIS PAGE. WHEN PUT TOGETHER THEY WILL SPELL THE NAME OF THE PICTURE COMING TO THE STRAND THEATRE NEXT FRIDAY. NAME THE STAR OF THE PICTURE AND THE ADS WHERE THE MISSING LETTERS BELONG AND A PASS WILL BE YOUR REWARD.

The paper should give you a free ad in reciprocation.

Detective Agency Tie-Up

Tie up with your local private detective agency. Have the chief detective make personal appearances telling of actual cases he has worked on and famous cases that are in the records. Have him interviewed by the newspaper on the value of women as aids in solving various of his cases. Have him write a review of the picture for publication in the newspaper, stressing the fidelity to detail and methods.

"MISS PINKERTON" TREASURE HUNT

Tie up with every specialty shop in town for a "Miss Pinkerton" Treasure Hunt. Apply the idea to a special double truck newspaper ad. Have the stores take space announcing special bargains for the Treasure Hunt, with each individual ad carrying a number. Announce the rules of the hunt in a special box on the cooperative page and in the news columns of the paper. Have the hunt begin in the lobby of your theatre where the first clue will have been posted. Tie in "Miss Pinkerton" by wording your copy to the effect that local women are getting an opportunity to display their sleuthing ability, just as Joan Blondell does in the picture. Show them how they profit by taking advantage of the bargains offered at the various stores. And show the stores how they profit by this method of bringing the women into the store. By not having similar dealers participating you will prevent any objection being raised to the effect that the merchants would be sending customers to possible rivals.

Impress on the women the necessity of holding on to the cooperative pages with the numbered store ads.

Post a number in your theatre lobby as the first clue. Give the women to understand that the number is that of a store advertising on the double spread. They are to go to that store, find the counter with the still of Joan Blondell, here they will find the next clue—another number which corresponds to the ad of another store participating. Then they are to go to that store, find another Blondell still and the next clue. Be sure that the merchant displays the advertised bargains at the clue counters. Have each successive clue lead to another store, announcing that coupons will be given with each purchase, the holder of the largest number of coupons at the end of the hunt receiving a special prize donated by the merchants. After the last store clue has been run down, have the hunt end in your theatre lobby, where the coupons will be picked up and counted. In addition to the chief prize for the winner, distribute as many passes as you see fit.

Other details can be worked out according locality. The "Miss Pinkerton" Treasure Hunt prizes can be given on other terms than suggested above, an additional possibility being that of awarding the prize to the woman who finishes the hunt in the fastest time. In any case, see that the newspaper gives you free ad space on the double spread in return for the valuable suggestion, as well as plenty of space in the news columns.

Street Ballyhoo

Dress a pretty girl up in a nurse's costume, with a "Sherlock Holmes" cap and carrying a large magnifying glass. Give her heralds for distribution and have her carry a sign stating that she is looking for someone to take her to see Joan Blondell as "Miss Pinkerton," the screen's first female sleuth, at the Strand Theatre.

Daily "Intuition" Statements

Offer passes to women whose "Most Interesting Examples of Intuition" are printed in the newspaper. Limit the examples to 50 words and tie in "Miss Pinkerton" when you make the announcement of the offer, explaining how woman's intuition led to the solution of a mystery the police inspector didn't solve.

SPECIAL JIG-SAW PUZZLE NOVELTY

DIRECTIONS

Cut out carefully with scissors the letters above spelling the name of Joan Blondell. See if you can arrange them to form the head of this beautiful star who plays the title role in "Miss Pinkerton" from the record-breaking novel by Mary Roberts Rinehart, the Mistress of Mystery.

Here is a novelty that you can be sure will be taken into the home, with a whole family working on it. Ingeniously designed in the form of a jig saw puzzle, it plugs the star, the picture and your theatre's showing. The object of the stunt is to arrange the letters to form the head of Joan Blondell. It's interesting and will appeal equally to grown-ups and kids. The ways of distribution are unlimited. You can hand them out as giveaways, use them as special mailing pieces, conduct a contest for the neatest solution, etc. . . . Size over all, 6¼ by 5¼ on good stock. Price, including theatre name and imprint on back, $6.00 per M; $5.50 per M over 3M; $4.50 per M over 5M. Order direct from EXPLOITATION PRINTERS, 20 West 22nd Street, N. Y. C.

Lobby Display

A dummy book jacket made from the window card or 1-sheet will make an attractive lobby display that is sure to attract the host of Rinehart readers. Give this a prominent place in your lobby.

Book Marks

To further your book store tie-ups, arrange with the dealers for the distribution of book marks carrying copy on the books and the picture. The dealer can be asked to distribute your heralds.

Invitation Opening

Invite the Chief of Police and high officers of the Police Department for opening night. Get a statement, if possible from the Chief of Police as to the accuracy of details in the film's police work, and the effectiveness of the solution.

LUX TOILET SOAP

Joan Blondell is being featured by Lux in an advertising campaign that is blanketing the country. If you will get in touch with the nearest representative of Lever Bros., manufacturers of Lux Toilet Soap, they will contact their distributors and arrange for newspaper advertising and window displays. In return you supply the dealer with stills, display cards and passes for contests. Store can advertise that they will give a pass to each purchaser of a dozen bars of Lux Toilet Soap. They can also fill their window with bars of the soap and offer passes to the most accurate guess as to how many there are. Scenes from the picture can be worked into the stunt.

You can count on Lever Bros. for the utmost co-operation.

Here is a list of their representatives:

Atlanta, Ga.—
313 Bona Allen Bldg.,
Att. Mr. H. A. Chamberlain

Cambridge, Mass.
164 Broadway,
Att. Mr. J. W. Silley

Chicago, Ill.—
222 North Bank Drive,
Att. Mr. E. W. Sargent

Denver, Colo.—
1708 Sixteenth Street,
Att. Mr. C. P. Fowler

Detroit, Mich.—
622 Book Bldg.,
Att. Mr. H. A. Matchman

Kansas City, Mo.—
210 West 8th Street,
Att. Mr. W. R. Kroh

New York City—
370 Seventh Avenue,
Att. Mr. H. A. Lydlam

Philadelphia, Pa.—
2206 Chestnut Street,
Att. Mr. F. B. Pigeon

Pittsburgh, Pa.—
708 Peoples Bank Bldg.,
Att. Mr. J. V. Moriarty

San Francisco, Cal.—
215 Market Street,
Att. Mr. Woodwill

SE-LING HOSIERY TIE-UP

Ten thousand distributors of Se-Ling Hosiery have been advised to co-operate in every possible way with theatre tie-ups. See your dealer and work up an elaborate window display with a cut-out of Joan Blondell for the center surrounded with plenty of stills. The dealer has special Joan Blondell accessories made just for your tie-up. Se-Ling Hosiery can be used as prizes for your contests. Have heralds distributed by the dealer—you'll find him behind you in any idea of mutual benefit.

For further information on this tie-up write:

WALTER T. FRED HOSIERY MILLS
Nashville, Tennessee

Hare and Hounds Kiddie Stunt

Get the kids' "deteckativ" blood up with a special "hare and hounds" race for girls only. Tell them that they have a chance to imitate Joan Blondell, the first girl detective on the screen. Announce prizes that will appeal to the kids. Give a young boy a head start, he to act as the "hare" after whom the girls are to follow, giving a major prize to the girl who catches him. Let him run through the main sections of town, carrying a large bag with information on your showing and dropping the usual clues of chalkmarks and torn papers that kids use in their own games of "hare and hounds." Have him drop heralds at different spots to further impress the "Miss Pinkerton" idea. Although only a girl can win, the procession will draw plenty of boys. Be sure to have a few of the boys carry placards announcing the picture's play date at your theatre. Have the running of the "hare and hounds" begin and end at your theatre, with the police clearing the streets while it is in progress.

LOBBY SUGGESTIONS

NOVELTIES

HANDCUFF AND KEY PUZZLE: A great stunt and tying right in with the theme of the picture this novelty assures you of more than passing interest. The idea is to detach the handcuffs from the key without tearing the paper. Size 4½ by 3 inches. Price complete with theatre imprint and playdate: 500—$5.50 1M—$8.50 3M—$8.00 per M 5M—$7.50 per M 10M—$7.00 per M.

Order from ECONOMY NOVELTY CO.
239 West 39th Street
New York City

IMITATION MAGNIFYING GLASS

Another novelty that is bound to get plenty of attention is this facsimile magnifying glass with the catchline printed in reverse. Die cut to the same size and shape as a sleuth magnifying glass and printed on good stock they are reasonably priced.

Price complete with theatre imprint, playdate and additional sales copy on the back:

500—$4.00 1M—$6.00 [illegible]M—$5.50 per M
5M—$5.00 per M 10[illegible] [illegible]$4.50 per M

Order from ECONOMY NOVELTY CO.
239 West 3[illegible] Street
New York City

Book Store Tie-Ups

Mary Roberts Rinehart, the author of "Miss Pinkerton," has a tremendous following, and her books have a wide distribution. Book dealers, therefore, afford a fine tie-up for the picture. Arrange with the dealers in your city for window displays with special jackets and window accessories gotten out by the publishers for "Miss Pinkerton." Point out the effectiveness of such a window display with about 10 mounted stills framing theatre copy in the center, with "Miss Pinkerton Books" all around. Extra jackets can be secured by the dealer by writing to the publishers, Farrar & Rinehart.

COLORTONE EFFECT

4x5—Colored positive only....$2.00
Set (positive and negative).. 3.00

3¼x4—Colored positive only.. 1.50
Set (positive and negative).... 2.25

Order by No. N-274

NATIONAL STUDIOS, Inc.
226 West 56th St., New York

Be sure to specify size and send remittance with order to avoid parcel post and C.O.D. charges. Send for catalogue of Colortone Effects.

Miss Pinkerton Hunt

Here is a stunt that is sure to attract a whale of a lot of attention. Your newspaper will co-operate with you. Have the paper publish a photo of your "Miss Pinkerton," together with a detailed description of her height, weight, color of hair, complexion, eyes and the clothes she wears. Have the same information blown up for a 40 x 60 lobby display. Announce on the display and in the newspaper that "Miss Pinkerton" will be in a certain section of the city at a certain time. To those who recognize her by stepping up to her and saying, "You are Miss Pinkerton," let the girl hand out a pass for the theatre. Make the stipulation that those identifying "Miss Pinkerton," must have a copy of the newspaper you have tied up with, in their hands. The newspaper in its announcements will, of course, call attention to your show. We suggest you start this stunt the day before the opening and run it throughout the entire run.

JANTZEN BATHING SUITS

The co-operative arrangement between Warner Bros. and the Jantzen Knitting Mills is one of the most comprehensive theatre-dealer plans ever offered exhibitors. Jantzen dealers throughout the country have received a complete campaign book outlining every exploitation possibility. Here's what the tie-up gives you:

Newspaper: Free mats for co-operative advertising illustrated below. Order by number.

Billboard: Free 24 sheets with theatre and dealer imprint. Arrange with dealer for dispensation of stand costs.

Cut-outs: Free full-colored standees for lobby display and center of of window tie-ups. Available at exchange.

Window Display: Dealer has special co-operative window trims. Use cut-outs and mounted stills from "Week-End Marriage."

Street Ballyhoo: Use open automobile or float with attractive bathing girls and theatre banners. Dealer will co-operate.

Contest: Stage bathing beauty contest with winner chosen by audience applause, ballots, newspaper coupons (with photos in paper) or committee.

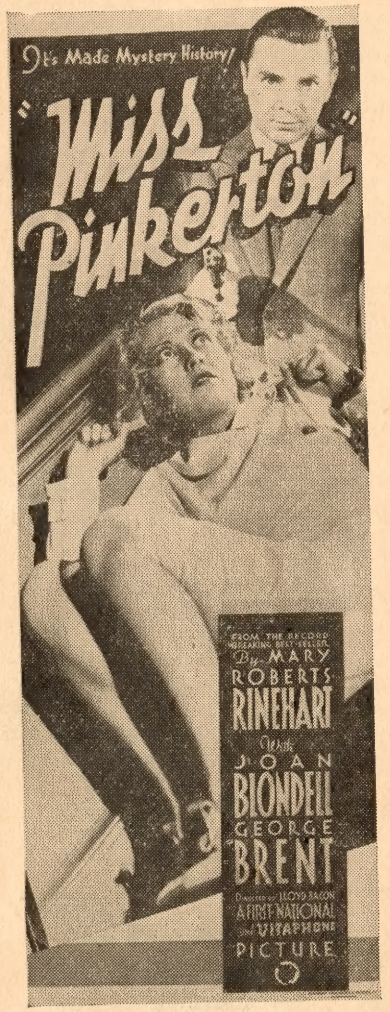
If you will notify Jantzen of your playdate, they'll get in touch with your dealer immediately. See the dealer now and get together on a smashing co-operative campaign. All accessories with the exception of the standee are available direct from Jantzen. Write to:

R. M. McCreight
JANTZEN KNITTING MILLS
Portland, Oregon

No. J-1

No. J-2

POSTERS PACKED WITH MYSTERY THRILLS



INSERT CARD

24 SHEET Background green, title yellow with orange outline and dark blue shadow. Catchline in upper left hand corner lettered dark blue. Rest of lettering in orange. Figure of Joan Blondell has blonde hair, grey eyes, white cap and dress. George Brent has brown hat, suit and eyes.

WINDOW CARD

ONE SHEET

SIX SHEET

Imitation Photos of JOAN BLONDELL
Size 8 x 10 inches
$7.50 per M

GORDON-GREEN PRINTING CORPORATION
142 West 24th St. New York City
Cash with order or C.O.D.

SMASH 24 SHEET IS AVAILABLE FOR EFFECTIVE CUT-OUT!

BANNER

Excellent for marquee and lobby hanging. Size 20 by 30 inches and printed on strong durable canvas. Comes with eyelets. Brilliant colors.

Available only from
METRO FLAG-BANNER COMPANY
2 East 23rd St. New York

Send Cash with C.O.D.

THREE SHEET

SLIDE

Order Blank

ACCESSORIES

"MISS PINKERTON"

Send to

Manager.....

Theatre.....

City.....

	POSTERS	AMOUNT
	1-sheets @ 15c each (1 to 50)	
	@ 13c each (51 to 100)	
	@ 11c each (Over 100)	
	3-sheets @ 40c each (1 to 25)	
	@ 36c each (Over 25)	
	6-sheets @ 75c each (1 to 10)	
	@ 70c each (11 to 20)	
	@ 65c each (Over 20)	
	24-sheets @ $2.00 each (Up to 25)	
	@ 1.75 each (Over 25)	
	WINDOW CARDS	
	@ 7c each (1 to 50)	
	@ 6c each (51 to 100)	
	@ 5½c each (Over 100)	
	INSERT CARDS	
	@ 25c each (1 to 25)	
	@ 22c each (26 to 50)	
	@ 20c each (51 to 100)	
	@ 18c each (Over 100)	
	HERALDS	
	M @ $3.00 per M (1M to 5M)	
	M @ 2.75 per M (Over 5M)	
	PHOTOS	
	Set 11 x 14s @ 75c per set (8 in set — colored)	
	Set 22 x 28s @ 80c per set (2 in set — colored)	
	Slides @ 15c each	
	Stills @ 10c each	
	Merchandising plans	**(Gratis)**
	Music cues	**(Gratis)**
	TOTAL	

MAIL IMMEDIATELY TO YOUR LOCAL WARNER BROS. EXCHANGE

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http://wcftr.commarts.wisc.edu

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www.mediahistoryproject.org